GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2750
ANSWERED ON:01.08.2002
ADVERTISEMENTS TO NEWSPAPERS DOORDARSHAN AND AKASHWANI
ALE NARENDRA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of advertisements released to daily, weekly and fortnightly newspapers during each of the last three years till date and the amount paid therefor, State-wise; and

(b) the number of advertisements given to Akashwani, DD and Private T.V.channels during the said period alongwith the amount spent thereon, State-wise?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) Details of advertisements issued to daily, weekly and fortnightly newspapers by the Directorate of Advertising and Visual Publicity (DAVP) to newspapers empanelled with it during the years 1999-2000, 2000-2001, 2001-2002 and 2002-2003 (upto 26th July, 2002) are given in Annexures I, II, III and IV, respectively.

(b) No advertisements are being issued by DAVP to private T.V. Channels. The details of broadcasts/ telecasts got done by DAVP through Akashwani and Doordarshan during the years 1999-2000, 2000-2001, 2001-2002 and 2002-2003 (upto July 2002) are given in Annexure V.